

# The Customer Connection: Service Essentials for Restaurants



THURS, MARCH 20 | 9 – 10:30 AM | HYBRID

## Great customer service can turn a one-time guest into a loyal regular

In this interactive workshop, restaurant owners, managers, and staff will learn essential service strategies to create outstanding dining experiences. From first impressions to handling challenging situations, we'll cover best practices for hospitality, communication, and customer satisfaction.

Whether you're looking to refine your service approach or build a strong foundation for your team, this session will provide actionable insights to elevate your restaurant's success.

Led by Ben Arrona, owner of Benny's Pizza Palace & Social Club in SLO, this workshop draws on his 25+ years of hospitality experience. As a hands-on restaurant owner, Ben understands the challenges of maintaining exceptional service in a fast-paced environment. He'll share practical strategies to strengthen customer connections and elevate the dining experience.



Register for free at  
[bit.ly/ciesbdcevents](https://bit.ly/ciesbdcevents)

The Launch Pad Grover Beach  
(391 Front St Suite E) + Zoom



U.S. Small Business Administration

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THE LAUNCH PAD



[sbdc.calpoly.edu](https://sbdc.calpoly.edu)



[slosbdc@gmail.com](mailto:slosbdc@gmail.com)



805.756.5180